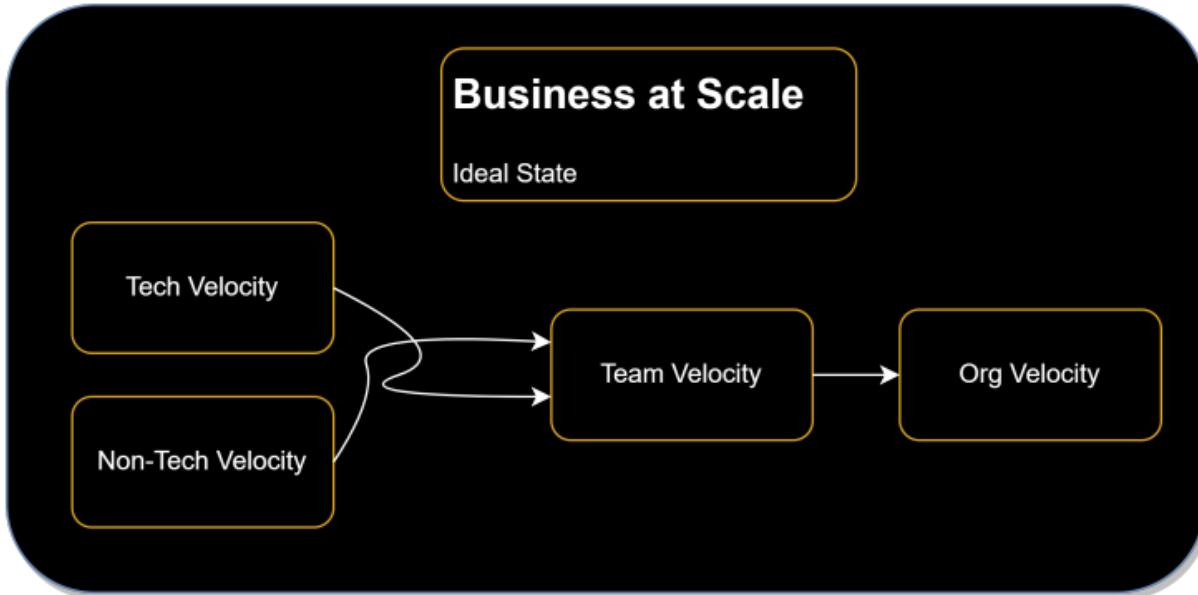


A Story of Scale in Cloud Business

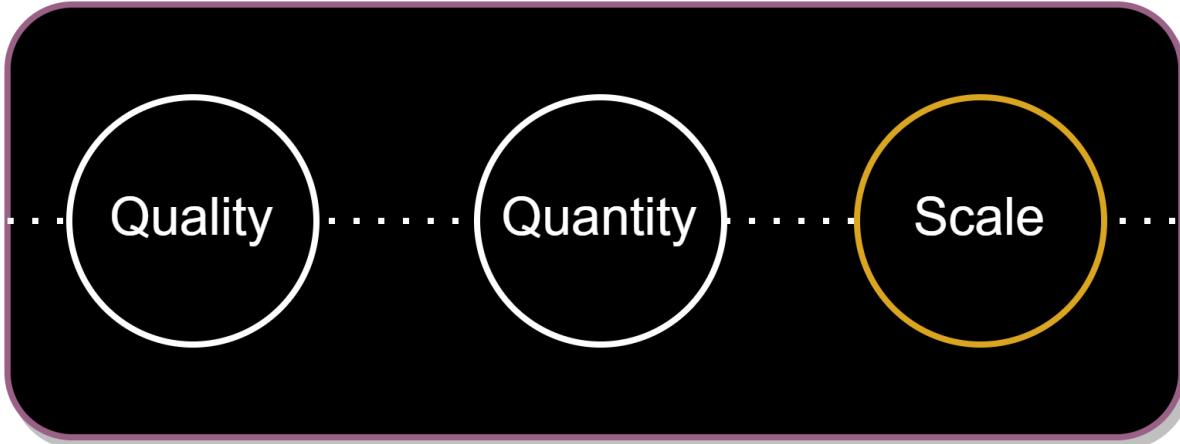


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Every business has an objective to grow into the space they are in. It starts with the figment of imagination or simply put an idea, an untapped market space which is perceived as the growth area(s). The idea comes before the promise of quality that we want to make as a business. Eventually the gradual progression or the 'Journey' is from:



The cloud industry is a Data Center (DC) driven economy. When you aspire to make your products and their applications available in a region, you must make sure that the infrastructure is made available in the region where you're catering to. It is because as a business we must follow the compliance with the strong governance of our cloud and with zero-some latency when it comes to generating business value. In some of the use cases, when there's a geo-political turmoil, you must decide as to whether do you want to continue your business in that region or not. The questions we must analyze here are:

- **Can I migrate to another nearby DC?**
- **How much feasible it is?**
- **Do we have any Moral & Ethical obligations?**

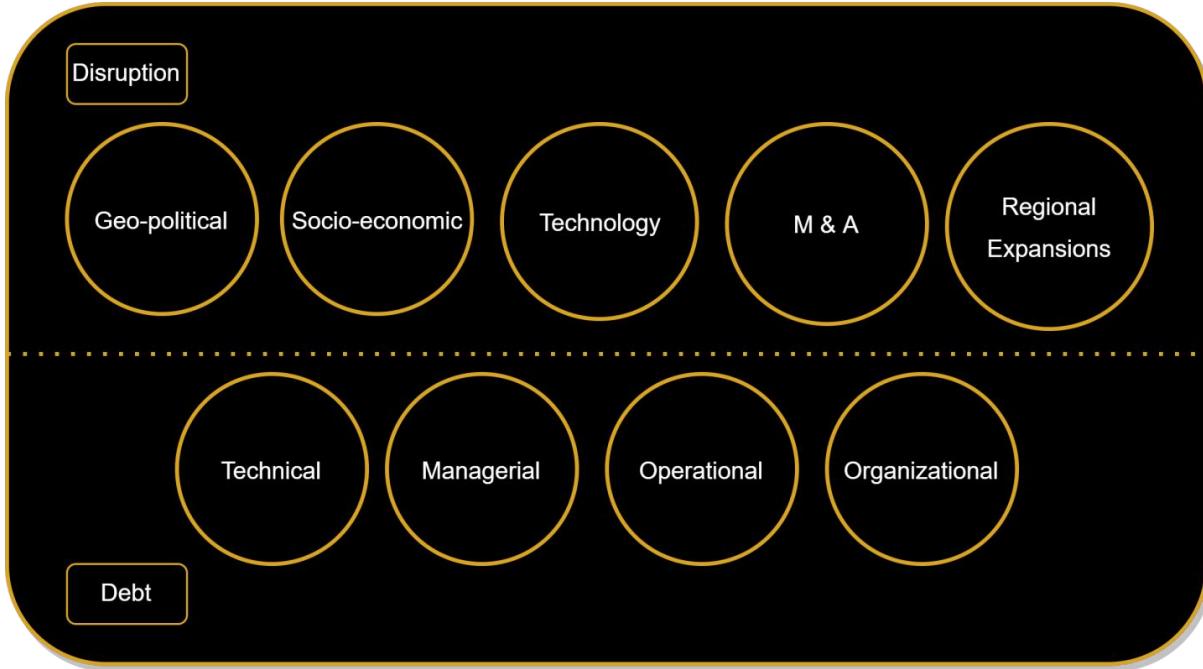
These basic questions should be the first thing that should come into your mind as a business leader before you can scale on the questions with your inner circle and before the stakeholders. If migration to other DC(s) is possible then what is the engineering & operational cost for it? If $\text{Business Value} > (\text{Engineering} + \text{Operational}) \text{ Cost}$, then obvious choice is to go with it. But here comes the catch. There will be a 'tiered' or level-based relationship between the 2 sides. Tiered relationships define your call to action &

eventually the action for the business outcome. In simple terms, if in any of the situations the answer is a NO, then we have no choice but to stop the operations, give the data back to the client and ask them to get lost! This is a strong-hard line drawn because of something big, which is beyond our control.

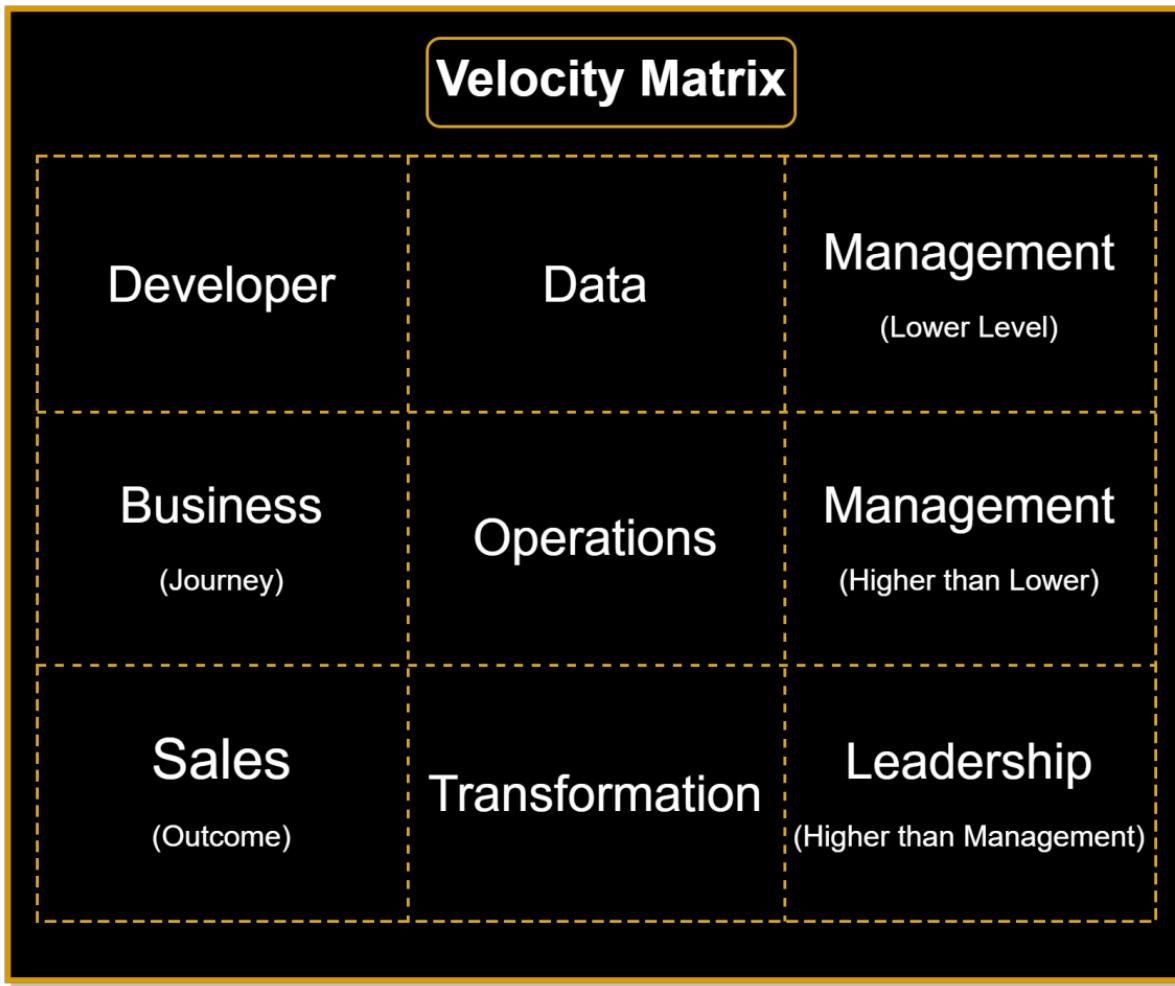
Now as we understand to some extent what drives a business decision, let's talk about disruptions in tech. The disruption, arising in the business is certainly transactional in nature, is driven by:



Disruptions give rise to debts within the organization and affects its ability to function at a pace which is desired. If we just think about all the disruptions and debts arising due to a 'transaction' which is the outcome of a business event, we will know that those could be:



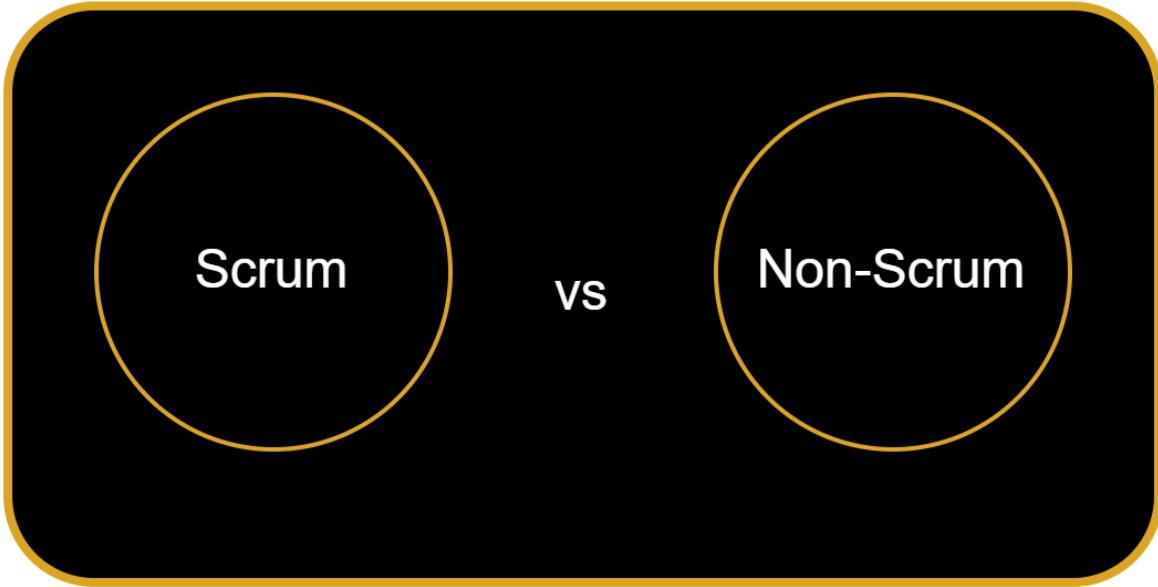
These business events give rise to our next notion called Velocity. It is the 'driving mojo' that is required for smoother functions in the industry to achieve the ultimate objective, which is Scale. The Velocity Matrix could look like below:



Every aspect of the velocity matrix is important and indeed it has its own set of challenges. In fact, the velocity turns into a debt when the challenges become obstacles. Now imagine a situation when each block in the matrix is cross-pollinating with other blocks. In my view, the blocks are correlational, meaning developer velocity may affect data or business or operations velocities, or even all of them. In your use case, you might also see the relationships as horizontal, vertical, diagonal etc. too.

The velocity as an aspiration is sometimes difficult to attain, as the cloud businesses could be trans-regional. Meaning you could be having DCs within the US region, EU, APJ etc. When we desire to have a trans-regional business value, we need to keep in mind about the trans-pollinations. How people from across domains & regions, even machines, would interact with each other. All of us need to learn how to navigate in a global environment which cannot be achieved overnight. The challenges and obstacles are part of the whole show. Acknowledging and working towards making the process smoother is a step towards attaining the aspirational entity in the cloud business which is the velocity.

At last, I would leave you with a topic to think about, which pertains to daily tech and management activities which is:



Author Comments: The idea here is to unblock & unlock you, to think organically and rationally about the situations before you think about the Scale.

*"Know the ocean, before you could learn how
to swim in the ocean."*
